

## The Art of Being Assertive: Become Positive, Effective and Successful - The Assertive Way - 6 Audio CDs

Ever feel like people don't really hear what you're saying...don't respect your ideas and opinions...and overlook your contributions?

Assertiveness, not aggressiveness, is the key to getting heard, earning respect and being recognized and rewarded for your strengths. Assertiveness is speaking up for yourself and getting your opinions heard, while being fair and respectful to others. It's about letting people know how you feel and where you stand. It's negotiating so that everybody walks away from the table satisfied.

And it is about effective, honest, straightforward communication.

In this audio CD program, assertiveness expert Jennifer Curtet offers ideas, techniques and how-to's for upping your "Assertiveness IQ". Through real-life anecdotes, fascinating examples and thought-provoking exercises, she reveals how to alter your mind-set, transform your behavior and tailor your communication style to reflect a more confident, self-assured, assertive personality. As a result of this training, your relationships will improve, you'll make greater advancements in your career, and you'll enjoy increased respect and recognition on both a personal and professional level.

When you believe in yourself, others will, too.

Here's what you'll learn:

- ✓ Overcome the fear factor, and become self-assured, confident and in control
- ✓ How to understand and protect your "assertiveness rights"
- ✓ 12 positive action steps toward greater assertiveness
- ✓ How to define your communication style and let it work for you
- ✓ How to identify subconscious behaviors that work against you
- ✓ The five-part assertiveness communication model
- ✓ How to negotiate assertively
- ✓ How to control others' perceptions of you